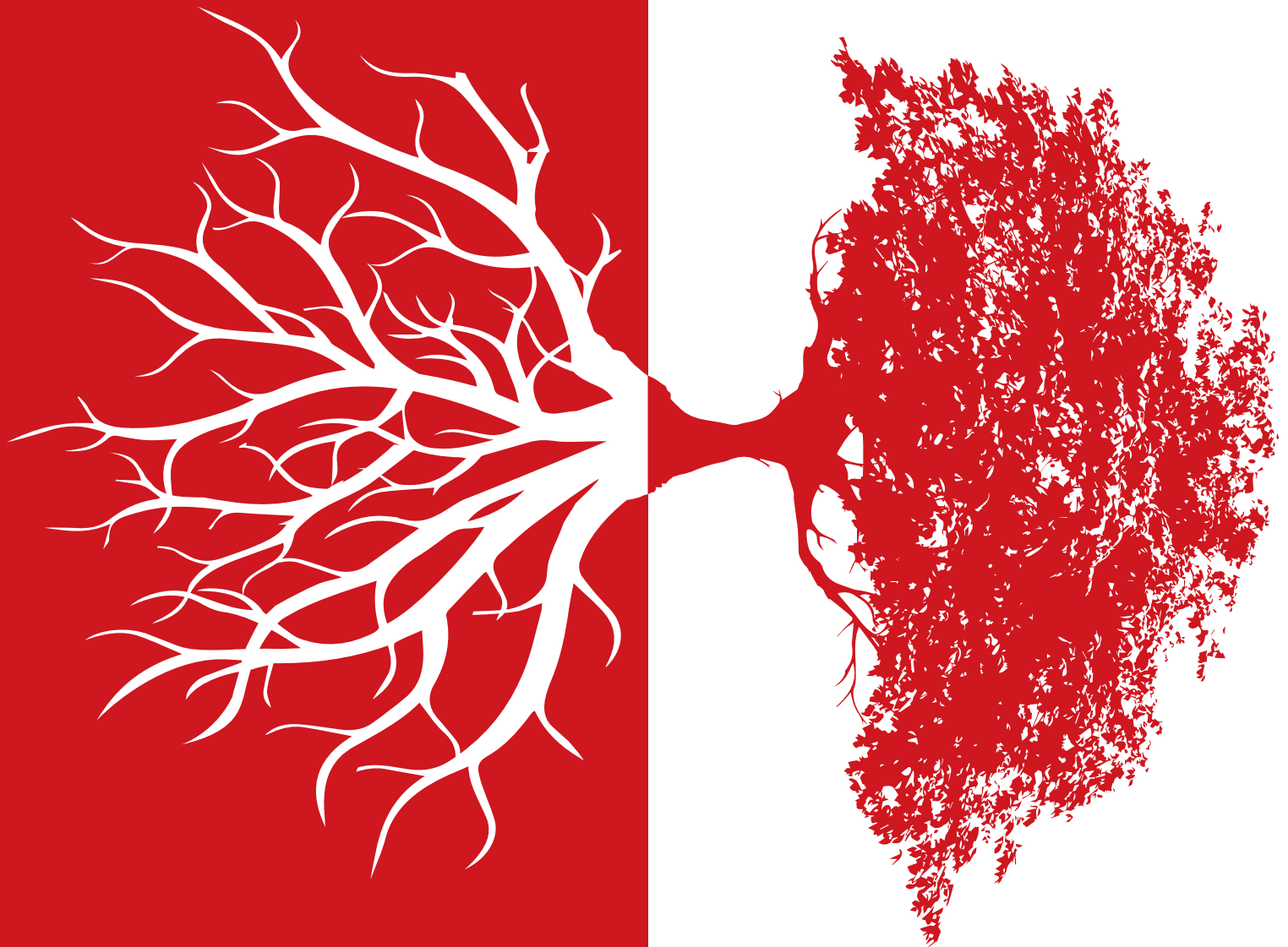


# Strength & Resilience

*Powered by thinkers & doers*



Annual Report 2020



[www.mediaprima.com.my](http://www.mediaprima.com.my)



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## VISION

To become the Leading Digital First-Content and Commerce Company

## MISSION

To Enrich Lives by Informing, Entertaining, and Engaging Across All Media

## About This Report

Media Prima has a long history of creating content and beloved brand names that Malaysians identify and grew up with.

We are home to Malaysia's oldest newspaper, most watched television stations and local news programmes, largest out-of-home advertising network, multiple radio stations and popular brands across print, television and digital platforms. We own one of the most popular home shopping networks in the country. On the community front, our public-funded humanitarian fund, launched in 1991, continues to assist Malaysians and communities abroad in need of support.

As the nation's largest and leading integrated media group we owe it to our stakeholders to be transparent and accountable in every step of our business, especially in the communication of our operations, strategies, and the measures we have undertaken to create value for all.

At the end of each financial year, we produce the Media Prima Annual Report and Sustainability Report which elaborate on our overall business strategy, our targets, and how we achieved them. Our Group Chairman's Statement provides an overview of our performance for the year while our Group Managing Director's Statement discusses the overall progress of our strategic growth plans as well as moving forward the direction of the future.

This report is dedicated to all of our stakeholders, especially to our team — you are the beating heart of Media Prima. It is your dedication and passion that continues to contribute to our success. Terima kasih!

### Our Reporting Suites

Our reports provide a comprehensive review of our financial position and performance.



#### Annual Report

This report provides a review of our strategy, as well as financial and non-financial milestones. It has been prepared in accordance with the Main Market Listing Requirements by Bursa Malaysia, Malaysian Code on Corporate Governance 2017, Companies Act 2016, Malaysian Financial Reporting Standards and International Financial Reporting Standards. Our financial statements are independently audited by PricewaterhouseCoopers PLT.



#### Sustainability Report

In this report, we present Media Prima's commitment to sustainable work and transparent reporting through an overview of our approach and performance in key sustainability areas. This report is guided by globally recognised sustainability frameworks including Global Reporting Initiative (GRI) Sustainability Standards, Bursa Malaysia's Sustainability Reporting Guide, FTSE4Good Bursa Malaysia Index and International Organization for Standardization 2600:2010 Guidance on Social Responsibility.



The full Annual Report and Sustainability Report can be viewed and downloaded online at [www.mediaprima.com.my](http://www.mediaprima.com.my). We welcome you to get in touch with us on any aspect of our report. Please contact us at [communications@mediaprima.com.my](mailto:communications@mediaprima.com.my).

# Corporate Structure



# Corporate Profile



Media Prima Omnia offers creative services and integrated marketing solutions across all Media Prima platforms, specializing in brand campaigns, events and creative content.

The 'Omnia Solution' provides clients with the opportunity to market their brands across Media Prima's broad range of media assets, which include Media Prima TV Networks (free-to-air TV stations), RIPPLE (radio, digital and e-commerce), The New Straits Times Press (print and digital media), Big Tree (out-of-home), REV Media Group (digital media) and Primeworks Studios (content creation and production).

With just one brief, the Omnia Solution enables clients to enjoy efficiencies in pricing – ensuring better Return-on-Investment.

Omnia's services currently address 98% of Malaysian households, and 24 million audiences across all ages and walks of life in the country daily.

**MEDIA  
PRIMA  
OMNIA**



Media Prima owns and operates four free-to-air television stations. They include TV3, Malaysia's premier station by audience share; TV9, the lifestyle channel best known and hugely popular for its home-shopping programme, WOWSHOP; ntv7, the popular station for Malaysian urbanites; and 8TV, the leading channel for the Chinese audience.

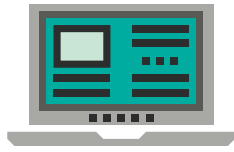
In 2016, the Group ventured into commerce with WOWSHOP, an innovative home shopping network that is accessible across television, online and mobile platforms, bringing Malaysians a uniquely visual, interactive and immersive experience. WOWSHOP provides high quality products and services aimed at enriching people's lives. As "The Foremost Customer-oriented Content Commerce Platform in Malaysia", WOWSHOP enables people to shop at their own comfort, whether it is at home or anytime, anywhere.

**MEDIA  
PRIMA  
TELEVISION  
NETWORKS**



Media Prima owns more than 98% equity interest in The New Straits Times Press (Malaysia) Berhad ("NSTP"), which owns three of Malaysia's most recognised print and online news brands — New Straits Times, BH ("Berita Harian") and Harian Metro, as well as their respective weekend editions. In 2020, Print Towers Sdn Bhd, formed out of NSTP's Production and Distribution unit, began to operate as a profitable standalone commercial entity.

**THE NEW STRAITS  
TIMES PRESS  
(MALAYSIA)  
BERHAD**

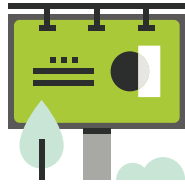


REV Media Group (formerly known as REV Asia Holdings Sdn Bhd), a subsidiary of Media Prima Digital Sdn Bhd, is the leading digital publisher in Malaysia, representing over 40 top authority brands with an extensive distribution network that reaches out to more than 15 million people each month, about 75% of Malaysia's internet population.

At REV Media Group, we believe in harnessing the power of data and technology to deliver engaging content that matters the most to our audience across multiple languages and platforms comprising News, Entertainment, Lifestyle, Technology and more.

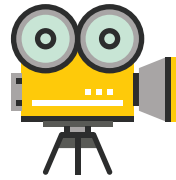
Leveraging on our comprehensive platform and reach, we strive to elevate brands to greater heights through influential, data-driven digital marketing solutions and exceptional content aimed at winning the hearts of consumers.

**REV  
MEDIA  
GROUP**



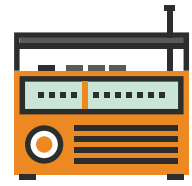
Big Tree is the market leader of Malaysia's out-of-home ("OOH") advertising industry along with Kurnia, UPD, TRC, Gotcha, and BTSJ. Big Tree offers integrated OOH advertising solutions across multiple concessions in cities, expressways, transit network and retail hubs. This includes static and digital media formats, together with online and on-ground experiential strategies. The business of Big Tree incorporates creativity and innovation in beautifying cityscapes and public amenities to enhance livability, upgrade the eminence of localities and engage with target audiences for advertisers.

**BIG  
TREE**



Primeworks Studios is an established South-East Asian production company involved in the creative content business in every aspect of the media chain in TV and film production, content sales, film distribution and marketing, animation, branded content, as well as licensing and merchandising. It is an award-winning content company producing over 3,000 hours of compelling content annually for a range of platforms including television, cinema, and digital. The production house is the creative force behind a wide range of content genres including entertainment, animation, magazine, documentary, sports and drama.

**PRIMEWORKS  
STUDIOS**



RIPPLE is an audience-focused radio brand offering solutions through multiple touch-points of radio such as digital, influencers and experiences. RIPPLE is represented through four broadcast brands – Fly FM, Hot FM, One FM and Kool FM, as well as a podcast platform, Ais Kacang. RIPPLE has garnered more than 12 million digital followers as well as over 95 million digital listens and 1.23 billion video views through its brands. RIPPLE utilises its collective data to deliver first-rate solutions and content to brands and audiences respectively.

**RIPPLE**

# 2020 Corporate Highlights

## JANUARY

### 17 January

Hot FM joined EcoKnights, an NGO for a log boom clean-up at Sungai Gombak. The event collected 316.6kg of waste from the river.

### 16 January

Media Prima entered into a collaboration with the Sarawak State Government.

## FEBRUARY

### 15 February

Media Prima organised a Medical Outreach Programme with Institut Jantung Negara (IJN) and Langkawi Youth Power Club (LYPC) to provide free health check-ups for residents in Langkawi, Kedah.

## APRIL

### 2 April

Consumption of Media Prima content on YouTube increased by 35% while news video content increased by 80%.

## MARCH

### 18 March

Media Prima initiated a Movement Control Order Response Plan to mitigate the effects of the Covid-19 pandemic.

### 23 March

Media Prima-NSTP Humanitarian Fund launched the Bantuan Kemanusiaan Covid-19 fundraising campaign to assist the fight against the Covid-19 pandemic.

## MAY

### 22 May

Big Tree and NSTP collaborated to launch BIG News by NSTP, a digital service to share news content on digital billboards.

## JUNE

### 24 June

Media Prima won the Gold award at the 2020 Australasian Reporting Awards.

## JULY

### 28 July

Media Prima collaborated with The National Film Development Corporation to assist production companies affected by the Covid-19 pandemic restrictions.

### 29 July

Media Prima Digital and REV Asia unveiled their new name, REV Media Group, as part of their corporate rebranding initiative to further streamline business processes and functions.



## AUGUST

**7 August**

Launch of KLIK, Malaysia's oldest and most comprehensive newspaper online archive.

**14 August**

REV Media Group and Universiti Teknologi Mara collaborated to strengthen the local esports industry.

**15 August**

Media Prima participated in YouTube's Superstream to stream TV3 dramas and comedies during Merdeka and Malaysia Day week, as part of YouTube's campaign to get people to celebrate the new norm by staying safe and entertained at home.

**19 August**

Media Prima and Jabatan Hal Ehwal Veteran ATM launched Tabung Pahlawan to raise funds for veterans.

**29 August**

Karnival Jom Heboh di Rumah was held virtually for Malaysians to enjoy at the comfort and safety of their homes.

## NOVEMBER

**3 November**

*Ejen Ali* the Movie premiered on Netflix.

**13 November**

Anugerah Bintang Popular Berita Harian was hosted virtually and clinched over 6 million viewers.

**16 November**

Big Tree launched Ilustrasi Haiwan Malaysia Campaign to enlighten and educate audiences on the uniqueness of Malaysia's animal kingdom in a creative and engaging way.

## OCTOBER

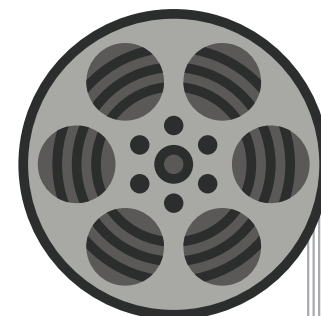
**30 October**

Media Prima's home shopping business is now known as WOWSHOP.

## SEPTEMBER

**1 September**

Media Prima acquired the remaining stake in its home shopping business, which has been instrumental in generating non-advertising revenue for the Group.



## DECEMBER

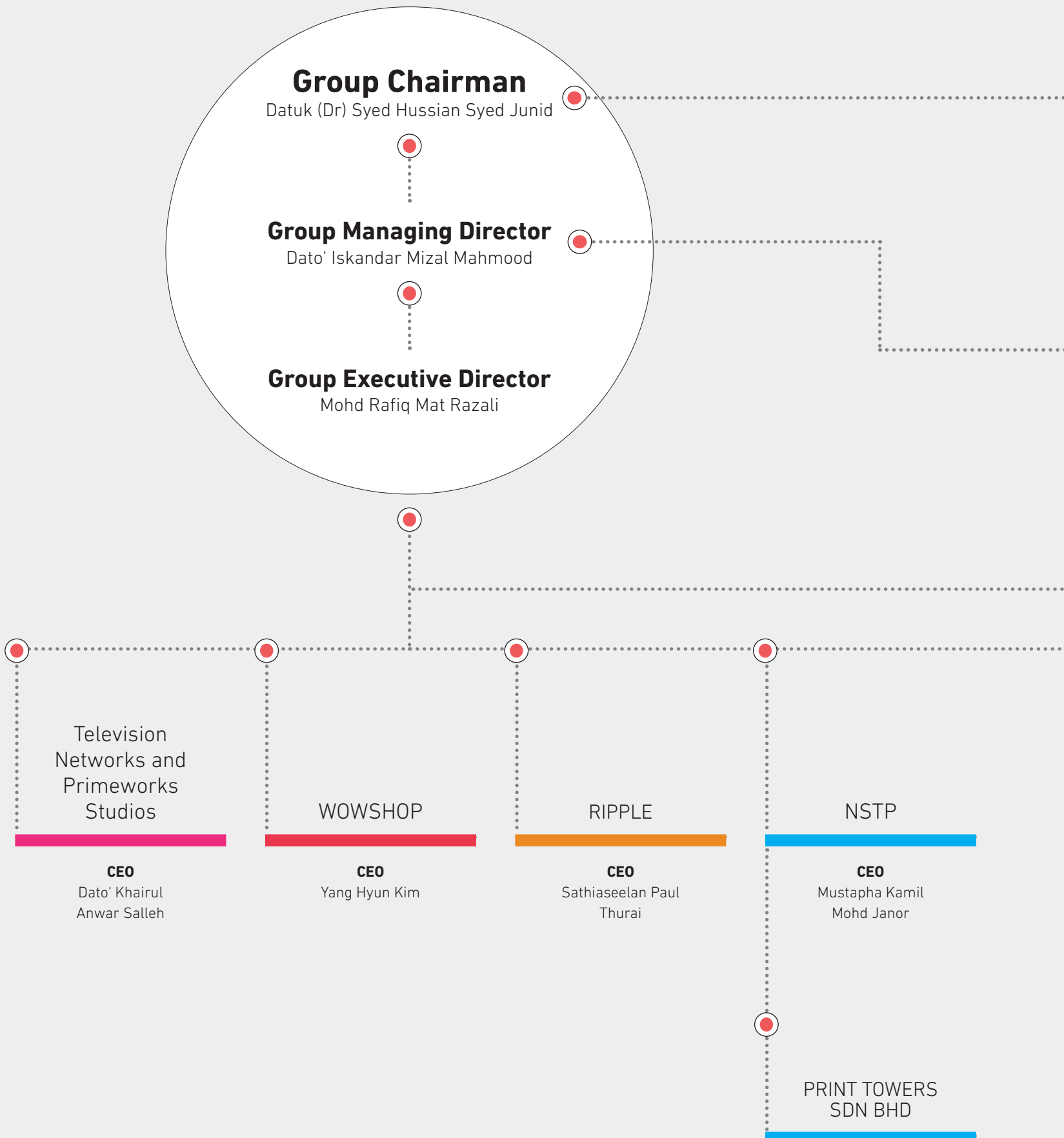
**7 December**

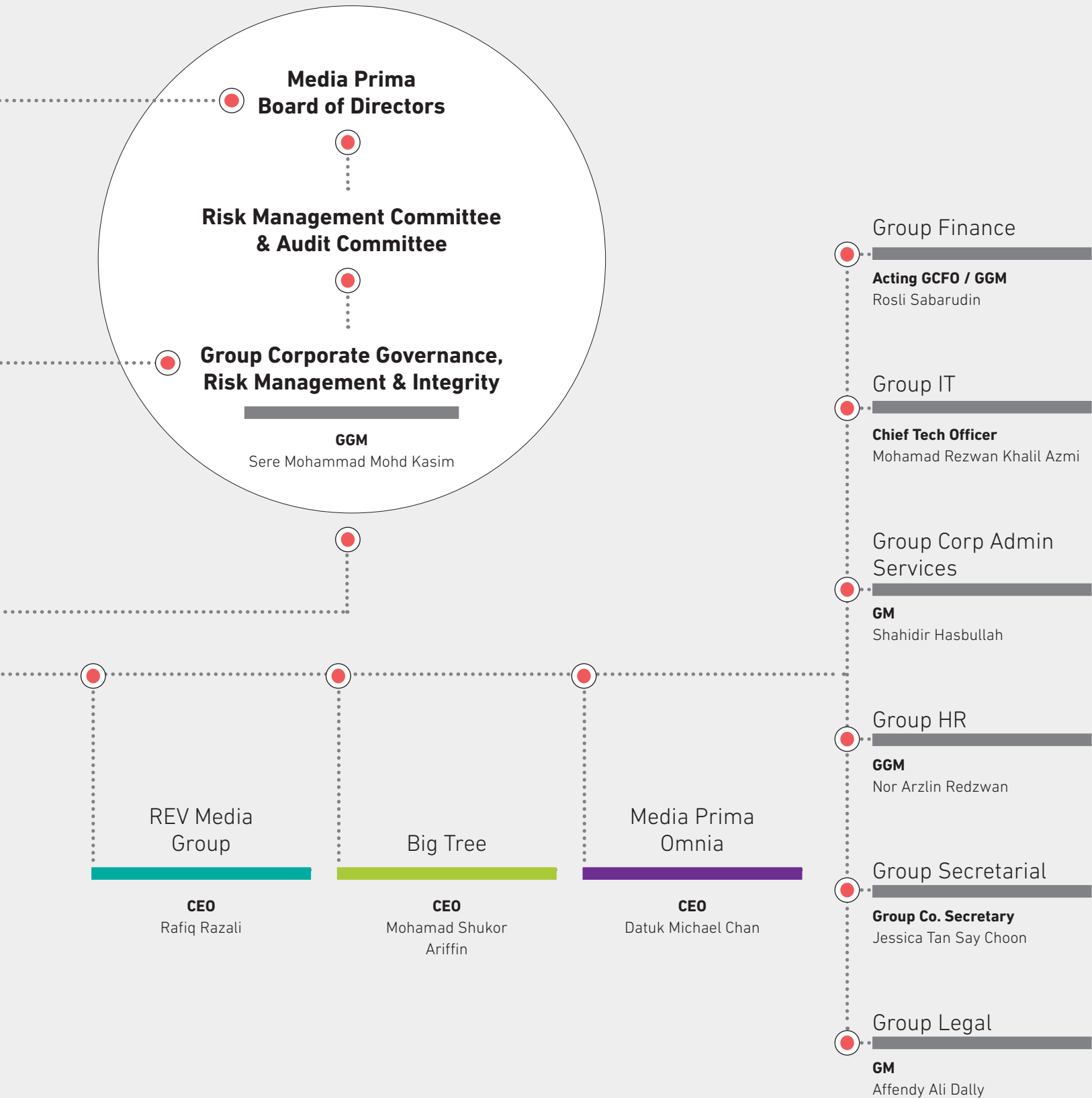
*Ejen Ali* animated series premiered on Tencent Video China.

**25 December**

Launch of "Ejen Ali Misi: Juang" short movie, produced by Primeworks and WAU Animation to honour the efforts and sacrifices made by the frontliners in the battle against Covid-19, featuring Tan Sri Dr. Noor Hisham Abdullah, Director General of Health as one of the characters.

# Organisation Structure





## Message from Our Group Chairman



Dear Shareholders,

On behalf of the Board of Directors (the “Board”), it gives me great pleasure to present Media Prima Berhad’s (“Media Prima” or the “Group”) Annual Report 2020 and audited consolidated financial statements for the financial year ended 31 December 2020 (“FY20”).

I believe very few people could have ever imagined events of the last 12 months happening in our lifetime. The world has faced serious health crises before, from the outbreak of SARS to Ebola, and mankind took it in stride and worked together to overcome the adversities. When news about the deadly virus affecting thousands spread to the rest of the world, most countries realised quickly that this was no ordinary crisis but many were helpless to prevent its spread.

As any other media company would, we took on the responsibility to keep people well informed of the pandemic. Significant broadcast time, print and digital space were utilised to spread awareness on the dos and don’ts during a global pandemic. Similarly, we also utilised our media platforms to encourage the public’s appreciation for our frontliners, the men and women who worked tirelessly around the clock to keep us safe.



**Datuk (Dr) Syed Hussian Bin Syed Junid**  
Group Chairman

When the government implemented a series of nationwide lockdowns to curb and flatten the pandemic's curve, we knew it was also our role to keep Malaysians occupied through entertainment and factual award-winning content on our media platforms. Working well within the safety standard operating procedures ("SOPs"), operations continued as it normally would. We recognised too the importance of helping the stakeholders in our ecosystem, many of whom are struggling from the economic impacts of this pandemic and the necessary restrictions imposed. We take great pride in the fact that we are able to play our part bringing awareness to the hardship faced by people to the forefront. It is also incumbent upon us to ensure that the voices of the business communities are

heard to ensure their immediate concerns receive the attention it deserves in key government policies, which ultimately affects the livelihood of Malaysians.

#### ECONOMIC CHALLENGES

Covid-19 has brought forth disruptive effects on all facets of society from shaking up the rules by which the global economy had previously functioned, to modifying our social interactions and foregoing face-to-face for engaging through the digital space. Consequently, countries have been struggling to keep pace with the economic disruptions wreaked by the pandemic. The International Monetary Fund ("IMF") estimates that the global economy shrunk by an estimated 4.4%

in 2020. In line with negative global growth projections, Bank Negara estimates the Malaysian economy contracted between 3.5% to 5.5% in 2020.

Even with the relaxation of the movement control order ("MCO"), consumers remain cautious due to the uncertainty surrounding the pandemic. According to Malaysian Institute of Economic Research's ("MIER") Consumer Sentiments Survey Report for the 3QFY20, Malaysia's Consumer Sentiments Index ("CSI") grew marginally at 91.5 points for 3QFY20 from 90.1 points in 2QFY20, below the 100-point optimism threshold level. On the flipside, according to MIER's Business Conditions Survey Report, the Business Conditions Index recovered 25.2 points at 86.3 points in 3QFY20 compared to the sharp drop by 22.0 points in 2QFY20.

The lockdown measures caused sharp downturns as consumer and business activity declined. For instance, Nielsen Malaysia found that traditional advertising expenditure ("adex") posted a drop of 9% in the first quarter of 2020.

#### THE EXPONENTIAL RISE OF THE DIGITAL AND E-COMMERCE

More people working from home has meant more people are now connected to the web. According to Google, Temasek and Bain, e-Conomy SEA 2020, this year alone added 40 million new internet users to a total of around 400 million users in Southeast Asia, about 70% of the region's total population.

We Malaysians are spending more time online too. The average hours spent online for Malaysian internet users increased from 3.7 hours before lockdown to 4.7 hours during lockdown, and 4.2 hours post-lockdown. The report also found that 36% of Malaysian digital consumers are new to the service, having joined as a result of the pandemic. These figures are encouraging for Media Prima as we have successfully established a foothold in providing online services prior to the pandemic through online content and e-commerce.



## Message from Our Group Chairman

Data from the e-Conomy SEA 2020 report showed that Malaysia's internet economy grew by 6% to US\$11.4 billion (RM45.8 billion) gross merchandise value ("GMV") in 2020, from US\$10.7 billion (RM43.0 billion) in 2019. This figure is projected to grow to 21%, or US\$30 billion (RM120.6 billion), by 2025.

The report also found that e-Commerce in Malaysia saw a strong 87% year-on-year growth in 2020 from US\$3 billion in 2019 to US\$6 billion GMV (RM24 billion), and is projected to grow to US\$13 billion GMV (RM52.2 billion) by 2025. Similar to the regional average, e-Commerce takes up the largest share of Malaysia's internet economy.

Over-the-top ("OTT") streaming services subscriptions and viewership are on the rise. The e-Conomy SEA 2020 report found that 39% of subscription video on demand users in Malaysia have joined in due to Covid-19. Data from an end-of-March 2020 study by the Malaysian Digital Association ("MDA") found that Media Prima's OTT streaming service, tonton, saw a massive jump of 232% in sequential traffic in the third week of March.

We understand that the pandemic has greatly increased our dependency on digital services. Moreover, Deloitte predicts the post-Covid-19 world as a digital one. Businesses post-pandemic will need to be able to effectively blend data, technology, and organisation to thrive in the new normal. Media Prima must focus on developing a comprehensive strategy on digitalisation to remain competitive during and after the pandemic.

### DELIVERING GROWTH

We aim to strengthen our position as Malaysia's leading digital publisher. More digital services now permeate the lives of many Malaysians confined to a life primarily at home and more than ever, there is an increasing demand for a constant stream of high-quality news and entertainment content and commerce.



We rebranded our digital arm as REV Media Group ("REV Media") which covers over 40 top authority brands such as SAYS, NST Online, and BH online. The network also has a monthly reach of over 15 million users or around 75% of Malaysia's population. REV Media is well-poised to further cement its position as Malaysia's leading digital publisher, recording RM10.8 million in FY20 profit.

We have always recognised the huge growth potential of e-Commerce. Now that its growth is in full swing, we moved quickly to fully acquire the remaining stake in our home shopping which we rebranded into WOWSHOP. The segment boasts over 2.3 million customers, together with e-Commerce and mobile commerce platforms which contributed over 53% of its total sales in the nine months of 2020. WOWSHOP has also shown strong support for local brands such as Mugen, Riino, Elba, and more, which account for up to 70% of the products sold on the platform.

■ We aim to strengthen our position as Malaysia's leading digital publisher.

Despite the challenges faced by the industry, our business transformation plan has helped soften the blow. We have revised our revenue models, streamlined businesses operations and functions, and reduced workplace inefficiencies. The rebranded WOWSHOP, backed by the Media Prima's mass reach and digital capabilities, saw stronger performance during the MCO posting a profit of RM10.2 million, supporting our decision to fully acquire the segment.

### SUPPORTING OUR COMMUNITY

In light of the struggles faced by our country's healthcare system, we launched the Bantuan Kemanusiaan Covid-19 donations and fundraising campaign in March 2020. The fund, conducted via the Media Prima-NSTP Humanitarian Fund ("MPNHF"), raised RM1.9 million and helped the Government purchase the much needed medical equipment for public hospitals around Malaysia.

To support the government's efforts to combat fake news, we have used our platforms and wide reach to deliver timely, relevant, and accurate news to our audience. Data from Reuters Institute Digital News Report 2020 found that Media Prima's TV3 news programmes posted the highest weekly reach in the Television, Radio, and Print category in Malaysia. Moreover, our news

brands the New Straits Times, ntv7, and TV3 News were among the top 10 most trusted brands in Malaysia. a reputation we want to maintain and continually improve.

### PROMOTING GOOD GOVERNANCE

Our Group remains strongly committed to Environmental, Social, and Governance ("ESG") practices. Media Prima received a 4-star grading or in the top 25% by ESG Ratings amongst publicly-listed companies in FTSE Bursa Malaysia EMAS (FBM EMAS) that have been assessed by FTSE Russell.

Testament to our commitment to transparent reporting, Media Prima received a Gold Award for its Annual Report at the Australasian Reporting Awards ("ARA") for our 2018 Annual Report titled "Innovating our Digital Future", indicative of our Group's strict adherence to transparent, accurate and accountable reporting standards.

### MOVING FORWARD

The commercialisation of Covid-19 vaccines will provide some room for optimism in 2021. Even with large-scale vaccination

on the horizon, going forward, we expect the negative effects of pandemic to affect performance in 2021, particularly in our hard-hit industry.

Our Group expects our commerce and digital platforms to continue showing growth. After a weak showing this year, we believe ad spending will likely bounce back once vaccinations begin to roll out and restrictions are gradually lifted, provided there are no further disruptions in the foreseeable future. According to research house Magna Global, global advertising spending for 2021 is projected to recover by 7.6% or US\$612 billion (RM2.46 trillion) with the Asia-Pacific region expected to rebound by 11%.

### TRIBUTE AND THANKS

I would like to extend my sincerest gratitude to all our Board members for their unfaltering support and wisdom they bring to the team, even in this grueling year.

On behalf of the Board and Management of Media Prima, I would like to extend my gratitude to Dato' Iskandar Mizal Mahmood as our Group Managing Director who has

been driving our transformation exercise since 2020. I would also like to welcome Rafiq Razali as Group Executive Director, Abdullah Abu Samah and Dato' Sivananthan Shanmugam to the Board of Directors, and Dato' Khairul Anwar Salleh as the Chief Executive Officer of Media Prima Television Networks and Primeworks Studios. The Board also wishes to thank Mohamad Abdullah and Hisham Zainal Mokhtar, who stepped down from their roles on 18 February 2021 and 1 April 2021 respectively.

Thank you to the senior management team of Media Prima. I wish to show my recognition to our industrious and passionate employees – thank you for your dedication during these tumultuous times.

To all Government ministries, agencies, and regulatory bodies that Media Prima have closely cooperated with throughout the year, I am grateful for your endless cooperation. Thank you to all our shareholders, clients, and business partners for your continued support.

**Datuk (Dr) Syed Hussain Bin Syed Junid**  
Group Chairman



1. [YAB Tan Sri Dato' Haji Muhyiddin Haji Mohd Yassin at the launch of KLIK - NSTP's latest news archiving portal and service offering Malaysia's oldest and most comprehensive collection of images and news articles since 1845.](#)

2. [Syarikat Faiza donated RM150,000 to Tabung Bersamamu.](#)



# Message from Our Group Managing Director

**U**ndoubtedly, the year 2020 tested all of us in a way that would have been unimaginable. It is no secret that we started 2020 in a rather precarious financial position. Of course we had a solid turnaround plan. However, we never had expected for the events that came crashing in upon us in Q1 2020 — Covid-19. I can honestly admit that we had no model for it at that time. We relentlessly ran numerous scenario planning models. All models concluded one clear result — uncertainty.

Just like everyone, we transitioned from a lifestyle we have known all our lives to a new normal, alien to all of us. We kept forging ahead notwithstanding. Living through this new normal has been humbling. And in humility we uncovered the little treasures in ourselves and in life. This new normal reminded us of many things we took for granted. One that came across brightly and quickly, and our navigating beacon was the importance of working together to get through uncertainty. Together, we had to quickly adapt to survive. We learnt to improvise and collaborate, truly realizing that cooperation is the key to not only survive but to excel. This was when we realised that the beacon had turned to become our compass — the compass we may have taken for granted for many years.

Once we found our true bearing, as a team, we became more confident. I often talk about the true integrated nature of our Group to clients and stakeholders. This was reiterated over and over again internally as well. It is an indisputable fact that only the Media Prima

group has the full armament of platforms that can reach the entire population of Malaysia, from the moment they wake up in the morning to the moment before they go to sleep at night. We then became more confident to truly believe we are the best at developing and producing content be it news, updates, as well as entertainment that are relevant to all Malaysians.

We set ourselves about on a realistic and implementable transformation exercise. We revisited how we do things, not only to adapt to the new normal, but to transform Media Prima into the company that Malaysians deserve. Although we are still on our transformation journey, I believe we have emerged stronger.

Our strategy was broken down into a very simple plan that we all can relate to — focus on defending revenue (where there are clear opportunities to increase revenue capacity) and improving our workflow efficiency. This not only cushioned the negative impact on our businesses but also better positioned us to battle the disruptive changes in the media industry.

We consolidated all advertising functions for the Broadcasting, Publishing, Content Creation and Digital Media business segments under a new company — Media Prima Omnia ("Omnia"). Via Omnia, we adopted a more aggressive and holistic approach to deliver out-of-the-box integrated media solutions



**Dato' Iskandar Mizal  
Bin Mahmood**  
Group Managing  
Director







for advertisers. This definitely is a fresh way of doing things, leveraging our combined strengths as Malaysia's largest and leading media company.

We also set out to solidify our market position in the digital space by consolidating all of the Group's digital assets under REV Media Group. REV Media reaches 15 million Malaysians a month and represents more than 40 top authority brands such as SAYS, OHBULAN!, Viralcham, and regional brands Mashable SEA and IGN SEA. Its News Network caters to over 11 million Malaysians a month with My Metro, BH Online and NST Online at the forefront in delivering trusted news to readers. REV Media recorded a profit after tax ("PAT") of RM10.8

million in FY20 from RM1.7 million a year ago. Full year revenue for this segment increased by 21% to RM90.1 million from RM74.4 million in FY19.

Although our home shopping segment had not been profitable since inception in 2016, we saw good potential in it. With a renewed 'fight a good fight' spirit, we decided to fully acquire this segment and rebranded it as WOWSHOP. WOWSHOP contributed 30% to the Group's FY20 revenue, an increase from a 21% revenue contribution in the previous year. It posted a FY20 net profit of RM10.2 million on the back of a 33% increase in revenue against the previous year. In 2020, WOWSHOP recorded 750,000 new customers which led

to 2.3 million total registered customers. Its e-commerce and mobile commerce platforms have grown to over 54% of its total sales in FY20.

Together, our four stations reached 36% of Malaysia's television audience in 2020. We maintained our dominant position in Malaysia through TV3 and 8TV. TV3 stayed as the undisputed number one television station in the country, commanding an audience share of 24.2%. 8TV reaffirmed itself as the number one Chinese station in Malaysia with 38.5% of the mass Chinese audience.

## Message from Our Group Managing Director

Our teams have also proudly demonstrated how well we have adapted to the new normal. We successfully went virtual with two of our most popular events — Karnival Jom Heboh di Rumah and Anugerah Bintang Popular BH ("ABPBH") — all in the spirit of keeping Malaysians entertained while staying safe at home.

The 33rd edition of ABPBH, hosted without a live audience, garnered a 43% television audience share, and over 700,000 views on YouTube compared to 104,000 views for the previous edition. Similarly, we organised our popular on-ground nationwide event, Karnival Jom Heboh di Rumah, with no crowds and produced with strict adherence to safety protocols. The two-day event was sponsored by McDonald's McDelivery and aired on TV3, TV9 and online platforms. It featured games, shopping sessions with great deals, fashion and cooking segments while also entertaining viewers with performances by popular local celebrities.

As the nation's largest content provider, we have inked collaborations with streaming providers Viu, iQiyi and WeTV to meet the demand for quality content. This further expands our content into more international markets. We have previously entered into collaborations with popular international platforms such as iflix, Netflix, and Amazon Prime.

Primeworks Studios and WAU Animation teamed up again with Ejen Ali MISI: JUANG released in December 2020. The short film, dedicated to frontliners and their heroic efforts to combat Covid-19, garnered over a million views in less than 24 hours after its launch.

Despite the movement control order ("MCO"), we successfully ran advertiser content productions such as the Lazada 11.11 Super Show, the Group's third collaboration with the popular e-commerce business and one of the largest branded content initiatives in the country. We also collaborated with Telekom Malaysia to produce a special talk show, HeroKu, in conjunction with Labour Day 2020. This programme was dedicated to frontliners to show our heartfelt gratitude and appreciation for their sacrifices.

Nonetheless, the pandemic's effects on an already fragile media industry — particularly on advertising revenue — demanded us

to rethink the way we work. We focused to be leaner and more agile to navigate the challenges of the coming decade. We conducted a group-wide manpower rationalisation exercise in two phases.

In our efforts to defend The New Straits Times Press' business, we carved out its Production and Distribution units to operate as a standalone printer called Print Towers Sdn Bhd ("PTSB"), optimising all available capacity within the Group. We have more than six clients now — The Malaysian Reserve, Utusan Malaysia, Kosmo!, Selangor Kini, Selangor Journal, and Buletin Mutiara — in addition to our in-house titles.

To stay at the forefront of everyone's minds in the new normal, Big Tree adopted a direct marketing strategy and also introduced a series of investment options for advertisers. This resulted in soaring media occupancy, and enlisted clients new to not only Big Tree but the OOH platform.

Overall, we ended 2020 on a positive note. Our 4QFY20 results marked our second consecutive profitable quarter while full year losses were significantly reduced. Group FY20 revenue declined by 6% to RM1.04 billion against RM1.11 billion in the corresponding year. Losses were significantly reduced by 90% to RM18.1 million in FY20 from a loss of RM185.5 million in FY19, due to lower operating expenses achieved through our cost optimisation initiatives.

We believe these initiatives have best positioned ourselves for future growth, to deliver better services to our clients and the best content to our audiences.

► **We focused to be leaner and more agile to navigate the challenges of the coming decade.**



You can read more about our FY2020 performance in our **Platform Review** from **pages 18 to 43**.



## GIVING BACK

In 2020, we became a constituent company of the FTSE4Good Index Series, a benchmark for tradable indexes for ESG (Environment, Social and Governance) investors. This endorsement reflects our commitment to responsible businesses practices, good corporate governance, and care for the environment.

We believe our business is at its best when it serves as a force for good, especially in these unprecedented times. Our multiple platforms and mass reach enables us to empower Malaysians to change the world for the better.

The Media Prima-NSTP Humanitarian Fund has served several community causes since 1991, which is a mission that thrives because of the generosity of citizens who share our humanitarian vision. In 2020, RM5.0 million was collected in donations to the Media Prima-NSTP Humanitarian Fund, from which RM3.4 million was disbursed as of 31 December 2020.

Through this fund, we launched a fundraising campaign to assist the Government and hospitals in treating Covid-19 patients. Thanks to the generosity of our donors, we were able to raise RM1.9 million from which RM1.8 million were channeled to over 20 hospitals around Malaysia.

As Malaysians embraced the new normal, we designed programmes to keep the 'feel good' going such as TV3's daily Live Dari Rumah in March 2020 featuring our local artistes. We also participated in YouTube's Superstream to stream TV3 dramas and comedies during Merdeka and Malaysia Day week, as part of YouTube's campaign to get people to celebrate the new normal by staying safe and entertained at home. We hope to do more collaborations like these to deliver more great entertainment. Afterall, our goal at Media Prima has always been to provide the best viewing experience and deliver content that matters the most to our audience.

Not forgetting to do its part for the nation during the pandemic, WOWSHOP embarked on collaborations with the Ministry of Domestic



1. [Standard Chartered contributed RM150,000 to the Bantuan Kemanusiaan Covid-19 fundraising campaign.](#)

2. [Thanks to GlaxoSmithKline Pharmaceutical and GlaxoSmithKline Consumer Healthcare, RM325,000 worth of PPEs were donated to 14 General Hospitals in Malaysia.](#)

Trade and Consumer Affairs, to support local vendors and the economy. Over 1,500 local vendors were brought onboard to its online platforms through the DESAMALL initiative and in support of the BUY MALAYSIAN PRODUCTS campaign by the Government.

Similarly, RIPPLE's four radio stations organised the #SupportLokal campaign to support local businesses by promoting their products. A total of 264 entries were received for the campaign with 91 businesses promoted on-air and via the station's social media platforms. RIPPLE also heightened its public service awareness activities during the pandemic, raising awareness on environmental conservation, safety, health, crime and fake news to its 5.3 million weekly listeners.

To educate the public on Malaysian wildlife, our out-of-home business Big Tree launched the 'Ilustrasi Haiwan Malaysia' campaign which displayed vibrant and colour images of animals unique to our nation on its billboards around the Petronas Twin Towers. The campaign also allowed public viewers to scan a QR code to learn more about the animals and understand the importance of environmental conservation.

We are committed to play our part in the national response to this pandemic and will continue helping many Malaysians overcome their difficulties through these difficult times.



We will continue to strive to always work toward being a responsible corporate citizen. You can find out more about how all our businesses played their role as a responsible corporate citizen in our Platform Review section.

## LOOKING AHEAD

To my fellow colleagues, you are the heart of Media Prima. I want to express my deepest gratitude to our team who have stayed the course despite unprecedented challenges. You have fought on with true grit, courage, strength and resilience. Together, we can make Media Prima better than ever.

To our clients and all of our stakeholders, thank you for your support. On behalf of Media Prima, thank you from the bottom of our heart for your trust and confidence in us.

Our journey is far from over and we cannot be complacent. We are seeing an increasingly dynamic environment and we should always be evolving, growing with the times and therefore, continuously reinventing ourselves.

### Dato' Iskandar Mizal Bin Mahmood

Group Managing Director

*(Dato' Iskandar Mizal bin Mahmood resigned as Director effective 18 May 2021. The expiry of his contractual tenure as Group Managing Director of the Company is 30 September 2021)*



# Platform Review



## Media Prima Omnia

Media Prima Omnia ("Omnia") offers integrated marketing solutions and a complete suite of creative services across Media Prima's entire range of media assets — specialising in brand campaigns, creative content, and activations that are derived from our understanding of Malaysian audiences.



Omnia's 2020  
Management Retreat  
at Langkawi, Kedah.

Omnia delivers its 360-degree solutions for clients to reach out to 98% of households in Malaysia, against an audience of 24 million across all ages and walks of life.

Launched in the midst of the global Covid-19 pandemic on April 1<sup>st</sup>, 2020, Omnia embarked on a journey that leveraged our profound understanding of Malaysians, allowing our clients to interact better with consumers, driving sales and brand awareness.

The "**Omnia Solution**", as we've termed it, means one team, one brief, one integrated solution with wide reach, specially tailored for clients with their intended target audience in mind, going beyond audiences as mere data points.

2020 also saw Omnia successfully delivering several significant solutions to clients such as Mydin, Lazada, Nestlé, and projects such as CNY Fiesta 2020, Heroku with Telekom Malaysia, Jom Heboh di Rumah in collaboration with McDonald's Malaysia, Lagu Cinta Kita with Nivea and Samsung, and Laporan Khas Teknologi Huawei Smartlife.

### DELIVERING CAMPAIGN SOLUTIONS

One of the key projects which clearly demonstrated Omnia's ability to deliver integrated solutions was the multi-platform collaboration with Nestlé Malaysia for "Peraduan Nestlé Gaji Seumur Hidup" (Nestlé 'Salary for Life' contest) – the company's biggest nationwide contest so far – which offered cash prizes worth over RM4 million and the

opportunity to receive a “salary for life” with just a RM15 purchase of the company’s products in a single receipt.

This *solution* helped Nestlé connect with millions of Malaysians and brought relief to the lives of its winners as well as 17 charities.

Throughout the 15 weeks of the campaign, Media Prima’s integrated media platforms reached an estimated combined 12.45 million consumers, which garnered over a million entries.

According to Nielsen Audience Measurement, the Grand Finale of the contest which was aired on TV3 reached out to over 1.9 million audiences, making it the number one show across all TV channels in terms of viewership and reach. Of the audience, 73% were from household incomes of RM2,000 and above, with 28% of the audience comprising housewives.

In the midst of the Covid-19 pandemic, Omnia also successfully delivered one of the most anticipated shopping events of the year: the return of the star-studded live telecast of e-commerce company Lazada’s “11.11 Super Show”

This exclusive collaboration with TV3, the third since inception, outperformed the previous editions with over 5.5 million viewers.



Omnia delivers its 360-degree solutions for clients to reach out to

**98%**

of households in Malaysia, and an audience of

**24 million**

across all ages and walks of life.

## REACHING CONSUMERS WITH BRANDED CONTENT

The second season of Lagu Cinta Kita (“LCK2”) – Media Prima’s homegrown reality TV show – was launched as Malaysians embraced the new normal and included singing as well as relationship advice, and discussions on the pandemic.

Sponsored by Nivea and Samsung, LCK2 reached an audience of more than 4 million, with a peak viewership of over 2.2 million. According to survey results, 45% of the viewers were aged between 20-49 years old, with students and working executives making up about 41% of the overall audience.

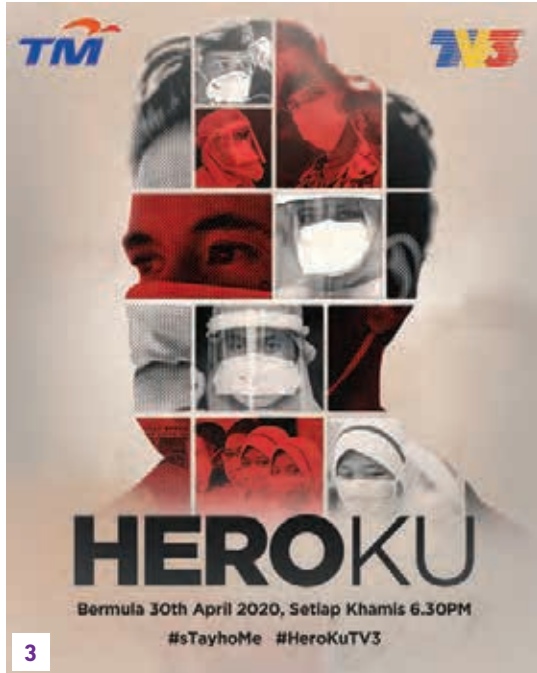


1. [One of the key projects which demonstrated Omnia’s ability to deliver integrated solutions was the multi-platform collaboration with Nestlé Malaysia for ‘Peraduan Nestlé Gaji Seumur Hidup’.](#)
2. [Omnia successfully delivered Lazada’s “11.11 Super Show” which outperformed the previous edition with over 5.5 million viewers.](#)





# Platform Review



3



4



3. [Telekom Malaysia's HeroKu, a talk show dedicated to frontliners, reached 2.7 million viewers, 40% of which came from affluent households.](#)

4. [The CNY Fiesta 2020 in January 2020 saw over 100,000 people to engage with the participating brands at Bukit Jalil National Stadium.](#)

Huawei continued its partnership with Omnia to amplify the launch of the Huawei Smart Life via a "Laporan Khas Teknologi Huawei Smart Life" which garnered up to 3.1 million viewers.

Telekom Malaysia also tapped Omnia via a special collaboration called "HeroKu" – a four-episode talk show about the efforts and sacrifices of Malaysian frontliners and their families during the Covid-19 pandemic. HeroKu reached 2.7 million viewers, 40% which came from affluent households.

## SIGNATURE EVENTS

The CNY Fiesta 2020 in January 2020 created a one-stop shopping and leisure opportunity for consumers to engage with the participating brands in conjunction with the Chinese New Year celebrations for a wide range of products under one roof.

Over 100,000 people visited the seven pavilions at the Bukit Jalil National Stadium which housed 205 indoor booths, 52 outdoor booths and 38 food stalls.

Awareness and exposure for this campaign exceeded expectations in social media, registering a reach of almost 1.5 million users with 1.9 impressions and over 300,000 engagements.

## ADAPTING TO THE NEW NORMAL

Karnival Jom Heboh, one of Malaysia's most anticipated on-ground events, continued in 2020 despite the Covid-19 pandemic. Malaysians were still able to enjoy it "live", albeit virtually, in collaboration with McDonald's Malaysia, where we showcased the best products with the best entertainment experience.

Jom Heboh di Rumah became one of the largest online events in 2020 with record breaking participation that reached more than 710,000 audiences at its peak, with 46% of the live event viewers coming from affluent households.

Omnia also pioneered a product sampling opportunity for Ribena in 2020, riding on the 29<sup>th</sup> anniversary of Harian Metro to facilitate consumer engagement while increasing circulation. Over 100,000 bottles of Ribena were given away with every purchase of the popular tabloid.



## Media Prima Television Networks

It was a challenging year for us at Media Prima Television Networks ("MPTN") — to curb the spread of Covid-19, we were forced to quickly adapt to the new normal which affected our productions. We persisted through our creative and innovative spirit, despite the movement control order and operating procedures. We continued to entertain and enlighten Malaysians with the best shows and the most credible news throughout 2020.



7 Hari Mencintaiku 2, a family drama series, was the most talked-about drama in 2020 and garnered over 12 million viewers.

► We continued to entertain and enlighten Malaysians with the best shows and the most credible news throughout 2020.

Our channels — TV3, ntv7, 8TV and TV9 — remained among the top choices for news and information, commanding a total of 35% of Malaysia's broadcast audience in 2020, led by TV3 which commands over 24% of audiences. Our programmes such as Malaysia Hari Ini ("MHI"), Wanita Hari Ini ("WHI"), Borak Kopitiam, Living Delight, especially Buletin Utama and 8TV Mandarin News delivered the latest updates on the impact of the pandemic on the nation through the "live telecast" of the press conferences from the National Security Council and the Ministry of Health. MPTN also provided Public

Service Announcements, crawlers, and infographics to keep the viewers updated.

During the 14-day Movement Control Order 1.0 (MCO 1.0), Buletin Utama garnered 3.44 million viewers and a 53% rise in viewership. 8TV's Midday Mandarin News and ntv7's Mandarin 7 also broke their earlier viewership records with 617,000 viewers and 564,000 viewers respectively. Beginning 8 June 2020, 8TV Mandarin News was extended to a one-hour programme, from 8pm to 9pm. It achieved a daily rating of over one million views during MCO 1.0 and reached 1.2 million views on 6 May 2020.



# Platform Review

After 20 years, TV3's flagship business talk show, *Money Matters*, made a comeback on 4 July 2020. The new era of *Money Matters* started with key anchor Zahir Kelvin Ong, assisted by Azaria Tagaya and Tehmina Kaoosji, with the first guest, the Minister of Finance, YB Tengku Dato Sri Zafrul Tengku Abdul Aziz to discuss Malaysia's economic recovery challenges and solutions.

## HOME TO BLOCKBUSTERS AND TOP-RATED DRAMAS

Our drama slots *Akasia*, *Samarinda* and *Lestary* attracted huge audiences, especially with *7 Hari Mencintaiku 2*, which touched the hearts of the 12 million viewers who watched the 33 episodes of the family drama series.

*Gerak Khas* was a game-changer for the industry, moving to a new home after a 21-year run on a different channel. The "last lap" of the *Gerak Khas The Finale*, which began airing on 4 December 2020, is now aired on TV3. Our other popular shows of 2020 include *Pink Smile*, *Bukan Gadis Biasa*, and the comedy series *Kampung People 2*, following the success of its first season.



During the 14-day Movement Control Order 1.0, *Buletin Utama* garnered

**3.44 million**

viewers and a 53% rise in viewership.

8TV's *Midday Mandarin News* and ntv7's *Mandarin 7* also broke their earlier viewership records with

**617,000 viewers** and **564,000 viewers**

respectively.

2



The second season of our popular reality show, *Lagu Cinta Kita 2* ("LCK2"), was trending on Twitter throughout its eight episodes and garnered more than 3.8 million viewers in episode six. Azwan Ali made a comeback and hosted this programme together with Elly Mazlein and three permanent juries, Mas Idayu, Ajai and Hael Husaini. Khareez and Nadeera were announced as the winners for LCK2 and brought home the main prize of RM50,000, a mobile phone, and an opportunity to record a duet album and music video. Client integrations for this show included Celcom, Nivea, Hokaido Roselien, Samsung and KFC.

TV3's latest entertainment show challenges new artists to give their own creative interpretations to evergreen classics. *Immortal Songs*, based on a South Korean entertainment programme, first aired on 30 August 2020. The seven episodes were co-hosted by Ain Edruce, Amy Mastura, Fad of Bocey together with the Chief Operating Officer of Farm Fresh which sponsored the programme.

Another popular reality show, *Vokal Mania*, was given a new concept, fresh treatment and more drama in 2020. It featured four professional singers (Aina Abdul, Indah Ruhaila, Lan Solo and Tomok) battling against 24 undiscovered singers (rookies) in each of the nine episodes. Aina Abdul

1





(Idol) and Aisha Retno (rookie) bagged the cash prize of RM50,000 and RM30,000, respectively, a Tomaz 'gaming' chair and a trophy. Vokal Mania was hosted by Datuk AC Mizal and Azira Shafinaz, with two permanent juries, Misha Omar and Yusry Abdul Halim. This exciting programme was sponsored by Mamee London Roll, Domino's Pizza and client integration included Power Root.

### DELIVERING THE BEST ENTERTAINMENT EVENTS IN THE NEW NORMAL

Naim Daniel, the new singer and songwriter emerged victorious at the annual prestigious event, *Anugerah Juara Lagu 34* ("AJL34"), which was held at Axiata Arena, Bukit Jalil on 9 February 2020. Naim won the Best Song Of The Year award for *Sumpah*. The awards show became the nation's hot topic, garnering 6 million viewers on TV3 and capturing more than half of the Malay television viewers at 55%. The show also captured 442,000 live stream views in high-definition on tonton and Xtra, and nearly 1.5 million views on YouTube TV3Malaysia. AJL34 was co-hosted by Awal Ashaari, Haziq Hussni and Sherry Alhadad. Sponsored by McDonald's, Setel and Celcom.

Our popular award show, *Anugerah Bintang Popular Berita Harian 33* ("ABPBH33"), was held without an audience at the Axiata Arena in Bukit Jalil on 13 November 2020 and sponsored by Xiaomi. Despite the restrictions in the effort to curb the spread of Covid-19, ABPBH33 successfully gained 6 million viewers or 43% of viewership. Nielsen Malaysia's findings revealed that viewership for ABPBH33 increased by 200,000 viewers compared to last year's edition. It also received a boost on live-streaming platforms such as YouTube TV3 Malaysia. ABPBH33 received 700,000 views on YouTube compared to 104,000 views in the previous edition. The awards show's Most Popular Artiste, singer-actor Haqiem Rusli, also made history by receiving 22,332,676 votes, the highest number of votes in the history of ABPBH.

After 17 years entertaining audiences across various locations nationwide, Karnival Jom Heboh took a different direction to bring entertainment to audiences in the comfort and safety of their homes. For the first time ever, we organised Karnival Jom Heboh for online platforms over two

days in August 2020, together with McDelivery. Karnival Jom Heboh Di Rumah was aired on TV3 and TV9, and showcased various activities, games, shopping sessions with great deals, fashion and cooking segments while also entertaining viewers with performances by popular local celebrities such as Wany Hasrita, Hael Husaini, Naim Daniel, Haqiem Rusli, Nabila Razali, Nazim Othman, Amelia Henderson, Riena Diana, Dayang Nurfaizah and many more. This exciting virtual event was sponsored by McDonald's and Huawei.

### MOVING FORWARD

At Media Prima Television Networks, we are committed to entertaining and enlightening Malaysians from all walks of life, across demographics with top-rated hits and with the most credible news and current affairs. Moving forward, we aim to become an established content production and distribution source in the Southeast Asian region for clients and direct consumers, producing and distributing a wide variety of hit content, both live-action and animation, for multiple platforms including streaming and other digital TV platforms, and linear broadcast and feature film studios.



1. [Naim Daniel won Best Song of the Year award for his song, Sumpah, at Anugerah Juara Lagu 34.](#)
2. [Azwan Ali made his triumphant return and hosted Lagu Cinta Kita 2 with Elly Mazlein.](#)
3. [Fiza Sabjahan and Dayang Nurfaizah were among the celebrities involved in the virtual event, Karnival Jom Heboh Di Rumah Bersama McDelivery.](#)



# Platform Review



## WOWSHOP

WOWSHOP Sdn Bhd ("WOWSHOP") is an innovative home shopping network that is accessible across television, online and mobile platforms, bringing Malaysians a uniquely visual, interactive and immersive experience. Established in 2016, WOWSHOP provides high quality products and services aimed at enriching people's lives. WOWSHOP is a wholly-owned subsidiary of Media Prima.



Presenting the ALL NEW WOW logo with all WOWSHOP hosts that highlights the new WOWSHOP colours red, yellow and white.

WOWSHOP reached over 2.3 million registered customers since its inception until end of 2020. In 2020, we produced over 1,661 live shows (more than 100 per month). The company places its main focus on content commerce, customer-centric products and multi-platform offerings with more than 10,000 items on sale on all platforms ranging from household products to electrical items, fashion, beauty, food and beverage, and digital.

WOWSHOP is built to be strong and agile, and is a brand that is intuitive to customer needs. We are always evolving to help customers move ahead in life, for a better present and a brighter

future. WOWSHOP's ultimate goal is to WOW our customers further and bring more joy to every Malaysian home with more innovative and exciting ways to shop.

### BETTER AND STRONGER WITH A WHOLE NEW LOOK

In 2020, WOWSHOP embarked on a holistic four month rebranding campaign with Media Prima undertaken by its in-house marketing team, digital developers and content production team. The company changed its brand corporate identity, all the aesthetics of its platforms — television

## WOWSHOP is built to be strong and agile, and is a brand that is intuitive to customer needs.

and digital — as well as corporate and marketing collaterals. A revitalisation of all television content, redesign and upgrade of its e-commerce and mobile commerce platforms were undertaken to further enhance and improve the user journey. The process was completed in October resulting in an all new WOWSHOP.

The new logo has a smiley icon that reiterates WOWSHOP as every customers' best friend and personal shopper, someone they can trust and to provide all the best deals to "WOW YOUR LIFE". The logo's new and fresh vibe is also enhanced by using three bold colours along with a new jingle. WOWSHOP also moves to building a closer and more enhanced interaction with its customers with the introduction of its online avatar, SIS WOW, that appears on the company's digital platforms. WOWSHOP will now become a personal shopper for customers, providing them with product recommendations.

The rebranding also leverages its differentiating factor of having strong convincing show hosts who are portrayed as the consumers' personal shoppers. The company also aims to highlight its engaging demonstrations, and exclusive bundles.

### STAYING RESILIENT AND EXCEEDING FINANCIAL EXPECTATIONS

In 2020, WOWSHOP's performance exceeded expectations and remained stable throughout the Covid-19 crisis as the company witnessed a shift in consumer spending habits since the Movement Control Order ("MCO") when sales rose significantly in 2020. The company contributed RM308,865,472 to the Group's revenue in 2020.

When the MCO came into effect, there was a rise in people adopting new hobbies and skills such as cooking, cleaning or organizing their home

and home-training for themselves. During this period, television returned as a centre of home entertainment.

Leveraging Media Prima's broadcast platform of over 35% total audience share, and aggressively expanding its digital platform offerings, WOWSHOP has successfully reached the mass market and in 2020 recorded a 33% increase in sales from the previous year with 46% comprising television sales and 54% comprising online sales. From over RM300 million in sales, there was a significant increase in the e-Commerce (Mobile App and Mobile Web) sales portion versus the TV Sales portion where e-commerce witnessed an overall increment of 28% from 2019.

As an essential service provider during the MCO we have also ensured to open our platform for all potential local vendors as well as closely collaborate with our loyal vendors. It's all about supporting the country's economy.



[WOWSHOP Chinese signature show on 8TV called Fun & Earn, which airs every weekend at 1pm.](#)





# Platform Review



The company contributed  
**RM308,865,472**  
to the Group's revenue  
in 2020.



WOWSHOP collectively  
garnered over  
**750,000**  
new registered customers  
to its database, which is a  
more than 40% increment  
from the previous year.



1

In terms of customer base, WOWSHOP collectively garnered over 750,000 new registered customers to its database, which is a more than 40% increment from the previous year. With that, WOWSHOP achieved its 2 million registered customers mark in May 2020 and celebrated this milestone in July with the "WOW Together" campaign that rewarded customers with e-vouchers and cashback.

Due to the pandemic, Malaysians in general are now more aware and increasingly use television home shopping and online shopping platforms. To ease the customer experience further by providing more payment options, WOWSHOP introduced two new e-wallet partners besides BOOST in 2020. They are Touch 'n Go eWallet and GrabPay. In addition to that, special campaign collaborations with BOOST and Touch 'n Go eWallet helped to increase awareness of the WOWSHOP brand to more Malaysians. As a result of the pandemic, the company witnessed a shift in customer payment habits, with 35% of customers preferring to make prepaid payments (35% contribution) instead of the Cash-On-Delivery option.



2

3



1. [WOWSHOP's new Instagram account look and feel in conjunction of the rebranding campaign.](#)

2. [WOWSTERS during ALL NEW WOW Launch.](#)

3. [WOWSHOP's 2020 signature programme, Fikree's Kitchen, aired from July 2020 - October 2020, with special guests Dato' Chef Ismail and Chef Naem every Friday, 8.30am on TV9.](#)

Not forgetting to do its part for the nation during the pandemic, WOWSHOP embarked on collaborations with the Government on programmes to support local vendors and the economy. Through its collaboration with the Ministry of Rural Development, and the Ministry of Domestic Trade and Consumer Affairs, WOWSHOP has brought onboard over 1,500 local vendors to its online platforms through the DESAMALL initiative and in support of the BUY MALAYSIAN PRODUCTS campaign by the Government.

In terms of television viewership, TV3 and 8TV experienced more than 190% growth from 2019. Apart from that, WOWSHOP as a content commerce provider offered two new "shoppertainment" type content which are Fun and Earn on 8TV, and Fikree's Kitchen on TV9. Both content offered more than just the typical home shopping content, with closer interactions with viewers and simultaneous engagement through WOWSHOP's Social Media Facebook and Instagram accounts. The new content offerings also offer customers the benefit of receiving lifestyle tips and recipes to enhance their buying experience.

➤ **Moving into 2021, WOWSHOP aims to achieve 3 million registered customers.**

To recap an amazing year that has been full of challenges, WOWSHOP managed to maintain its operations with a limited operations workforce and a support team working from home. With challenges such as delivery and stock efficiency similarly faced by most businesses during this time, the company still achieved its profitability in 2020. This is truly a testament of teamwork, strength and resilience and the company's dedication in bringing the WOW factor to every Malaysian home.

#### WOWSHOP IN 2021

Moving into 2021, WOWSHOP aims to achieve 3 million registered customers, to offer an even wider variety of products that will bring more smiles and "WOW" to Malaysians. We aim to further increase our viewership and followers across our social media platforms by creating more WOW content and to be a more digital driven and profitable company.

WOWSHOP will continue to support its customers through various measures and initiatives that were started during the Covid-19 pandemic as it boldly moves ahead into 2021, especially by providing a wide range of relevant products at the best prices while establishing new business partnerships with both international and local brands. Our goal is to remain resilient through 2021 and beyond.



# Platform Review



## THE NEW STRAITS TIMES PRESS

As the leading print and digital media company in Malaysia with innovative products and comprehensive media solutions, The New Straits Times Press (Malaysia) Berhad's ("NSTP") main purpose is to provide the best content and product that is relevant, compelling and attractive to readers and business partners.



[The NSTP group bagged a total of nine awards at the prestigious MPI-Petronas Malaysian Journalism Awards 2019, including making a clean sweep of two categories, namely Best Columnist and Excellence International Journalism.](#)

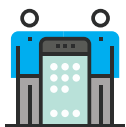
2020 marked a significant milestone for NSTP as we adapted to the new business normal from the ongoing Covid-19 pandemic. All this while we maintained our same aggressive push in both the digital realm, as well as in print for our three newspaper titles — New Straits Times ("NST"), Berita Harian ("BH") and Harian Metro ("HM").

As with other industries, the newspaper and media industry was not spared from the Covid-19 impact, which had affected NSTP's advertising revenue. Leveraging Media Prima Berhad's ("MPB") group transformation strategy of being subsidiary-centric with a lean structure and a clear profit-

driven value-added focus, NSTP had made several organisational changes to achieve this aim.

In January 2020, NSTP had agreed to transfer the administrative as well as the digital sales functions of all its digital assets to REV Media Group ("RMG"), a 100% subsidiary of Media Prima.

January also saw the official commencement of operations for Print Towers Sdn Bhd ("PTSB"), a 100% subsidiary of NSTP. Formerly known as Berita Harian Publishing Sdn Bhd, PTSB is a full-fledged, stand-alone commercial newspaper printing and logistics business, that undertakes orders beyond Media Prima and Media Mulia Sdn Bhd.



For mobile, we continued to grow our reach with ongoing developments of our e-paper and mobile applications including

**NST Mobile, HM Mobile and BH Mobile.**

In April 2020, as part of the Group's strategy of having integrated marketing functions under a separate entity, NSTP's entire Advertising Sales department were transferred to Media Prima Omnia Sdn Bhd ("Omnia"), another subsidiary of MPB.

Three main targets were set — to become the undisputed leader for Malaysian news and content by focussing on our core business of content generation; to maximise the value of every NSTP product; and to continue playing our part as an active corporate citizen and contribute more towards nation-building.

For NSTP's three main publications, despite the movement restrictions and new SOPs, we continued to enhance our newspapers' DNA which are known as the 4Es: Exclusive, Examine, Educate and Entertain. For print, we strengthened their editorial offerings with new columnists and new exclusive stories every month, before following up with more current and related news for the online audience.

For mobile, we continued to grow our reach with ongoing developments of our e-paper and mobile applications including NST Mobile, HM Mobile and BH Mobile. In the social sphere, we rallied the public's support to help us contribute more towards nation-building, by leveraging the history and legacy behind NSTP as an institution that has produced some of the nation's greatest literary and journalism giants.



For NST, which celebrated its 175th anniversary on 15 July, a grand exhibition titled "Traversing 175" was held at Galeri Prima in August 2020, which saw the YAB Prime Minister graciously officiating the event with a hope for NST to "always be the foremost English-language newspaper and remains as the source of reference for everyone, not just in Malaysia but the whole world - when the world wants to know about Malaysia."

For BH, the professional, family-oriented Bahasa daily truly lived up to its tagline as the "*Wadah Pembaharuan - Berimbang, Adil dan Tepat*", with live forums and talk shows held to build trust with our young online audience and increase our online programming variety.



1. [Prime Minister of Malaysia, YAB Tan Sri Muhyiddin Yassin launched the New Straits Times' 175th Anniversary Exhibition held at Galeri Prima, Balai Berita Bangsar.](#)

2. [NSTP received a courtesy visit from Russia Ambassador to Malaysia, Naiyl Latypov \(right\) at Balai Berita Bangsar.](#)



# Platform Review



3.

[As a way to help the needy affected by Covid-19, the Titipan Kasih Khas Harian Metro Bersama Affin Islamic Bank Bhd programme paid a visit to a single father, Syed Abdullah Nik \(third, left\) in Sik, Kedah, who raised three children including two adopted children, one of whom is disabled.](#)

4.

[The 33rd Anugerah Bintang Popular BH paid a special tribute to veteran singer-songwriter Francisca Peter with the Lifetime Achievement Award.](#)

The *Bicara BH*, for example, which is streamed live on Facebook, had several ministers and other distinguished panellists and industry representatives discussing various interesting and up-to-date topics that were more relatable to the younger audience.

With an invitation to be in someone else's shoes, the "*Rasai Berita Sebenar*" tagline aptly describes HM's overall content approach, with emotion-

► For NSTP, our reason for being has always been to serve Malaysians with high quality and credible content.

evoking word-plays and more community-centric stories, which has been successful in getting the attention of the public and corporate sponsors. The funds poured into HM's *Tabung Metro Prihatin* under the Media Prima-NSTP Humanitarian Fund, allowed us to give more in 2020, and truly reach out to those in need.

Our overall resolve to deliver beyond expectations was also severely tested during the staging of this year's 33<sup>rd</sup> Anugerah Bintang Popular BH ("ABPBH33") in November 2020. Initially mired in online controversy, it turned out to be a huge success with this year's show garnering an even higher audience share ratings than last year's.

Staged at Axiata Arena within the new normals, with no audiences and strict adherence to SOPs, ABPBH33 was aired and streamed live on TV3, tonton, the YouTube channels of TV3 and BH, as well as on ABPBH's official website ([www.abpbh.com.my](http://www.abpbh.com.my)) and the TikTok app.

Moving forward, it will remain a very challenging operating environment ahead for the overall newspaper and media industry, with some analysts opining that the pandemic is actually hastening the decline in traditional media revenues as advertising expenditure suffers.

With the operating environment expected to remain as such within the immediate to near term, NSTP as a company will consciously improve its operational efficiencies internally with more prudent cost-saving measures as a way to cushion the impact of lower revenues.

At the same time, the Company will continue to develop and grow our digital initiatives, to meaningfully offset any declines in traditional revenue, and focus on the value stream we use to deliver content to the audience.

For NSTP, our reason for being has always been to serve Malaysians with high quality and credible content, be it news, lifestyle or entertainment, that will enrich and complement their daily lives.

New work structure, new approaches and processes within a new normal, cost optimisations and new strategies are just some of the plans put in place by NSTP to meet the current challenges and strive forward, pandemic or not.

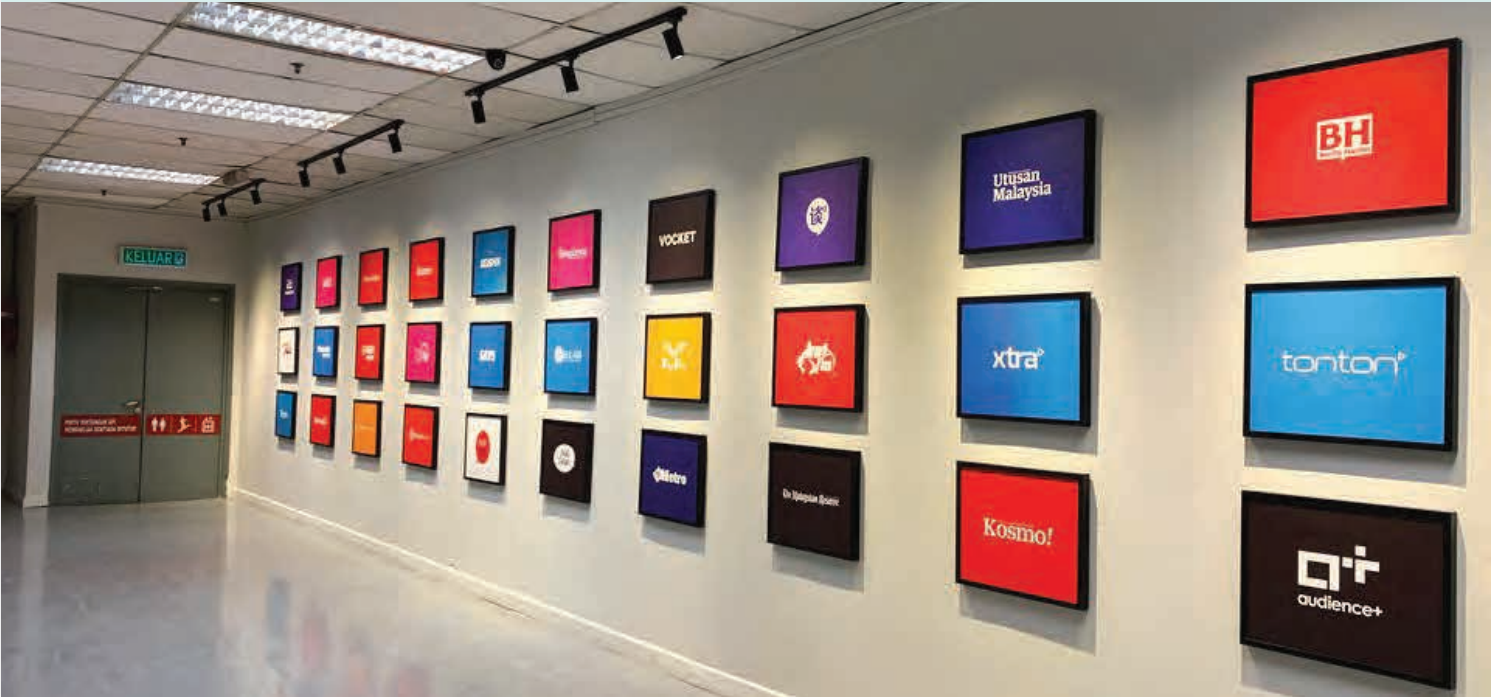







# REV MEDIA GROUP: MALAYSIA'S #1 DIGITAL PUBLISHER

REV Media Group (“RMG”), a leading digital publisher in Malaysia, has been the driving force behind Media Prima’s digital initiatives. We represent over 30 top authority brands across multiple languages and platforms comprising News, Entertainment, Lifestyle, Technology and more. With an extensive distribution network that reaches out to more than 15 million Malaysians a month, we strive to elevate brands to greater heights through influential, data-driven digital marketing solutions and exceptional content aimed at winning the hearts of consumers.



 [Logo feature wall in Basecamp, Sri Pentas.](#)

This year, RMG continued to be at the forefront of the Group’s digital transformation initiatives, maintaining our position as the number one choice in mobile content (reaching about 83% of Malaysia’s total digital population as of November 2020) as we focused our efforts on more growth and monetization opportunities for the Group.

### A new identity



# Platform Review

As part of our corporate initiative to further streamline business processes and functions, Media Prima Digital and REV Asia rebranded to REV Media Group in July 2020 and both teams are currently based in Sri Pentas (Basecamp and Fort North). The new branding has enabled us to offer better clarity and synergies to our customers as we continue to deliver the best solutions to them, thus helping us solidify our position as the leading digital publisher in Malaysia.

## EMBRACING THE NEW NORMAL

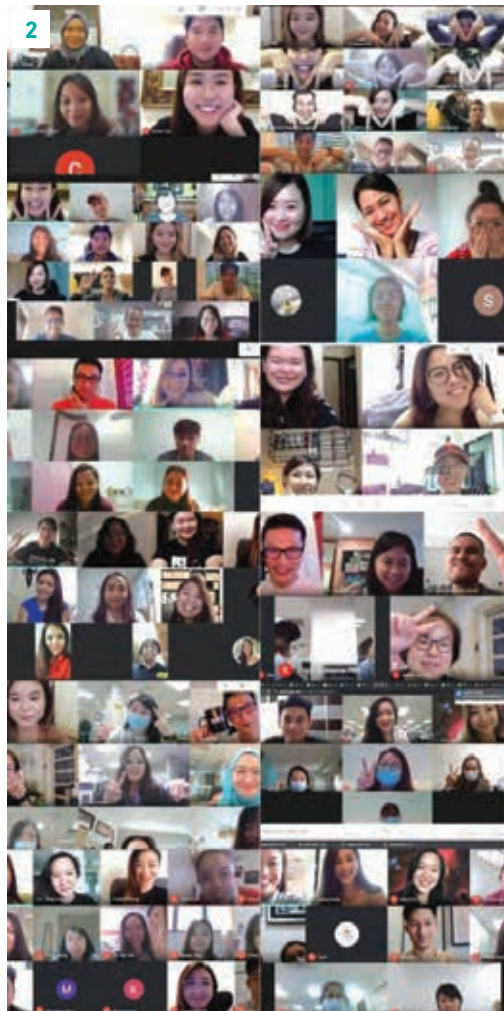
After months of preparation to host clients and agencies at Basecamp, Sri Pentas for Exploding Content 2020, we had to pivot to host the event virtually instead as a precautionary measure to the rise in Covid-19 cases.

Leveraging on our digital and production capabilities, we organized our first ever virtual edition of Exploding Content. Within two weeks, we conducted over 130 personalised calls to introduce exclusive advertising packages to our clients, with deals worth RM32 million in the pipeline pending validation.

## ENHANCING OUR DIGITAL NEWS OFFERINGS

One of our key priorities this year was to enhance our digital news offerings in terms of growth and engagement, as well as to optimize monetization for the Group through the introduction of our News Network. We also welcomed three new brands into this network — Utusan Malaysia, Kosmo! and The Malaysian Reserve — diversifying our portfolio even further with credible, household names.

Amidst the uncertainties of the pandemic, people need trusted and reliable sources of information, even more so during this challenging time with a lot of fake and unverified news in circulation. RMG's News Network caters to over 11 Million Malaysians a month and our legacy brands Harian Metro, Berita Harian and New Straits Times are at the forefront with their continuous efforts in delivering the most accurate and verified news to our audience.



We also welcomed three new brands into this network —

**Utusan Malaysia, Kosmo! and The Malaysian Reserve**



Our esports and gaming portal,

**MyGameOn,** was selected as one of the 18 organizations across Asia Pacific in the Google News Initiative ("GNI") Innovation Challenge





1. [Behind the scenes of an OHBULAN! video shoot in Basecamp.](#)

2. [Over 130 personalised calls were conducted for the virtual edition of Exploding Content 2020.](#)

3. [IGN SEA's Squad Up brand integration with McDonald's and Samsung.](#)

## REVOLUTIONISING THE ESPORTS AND GAMING SCENE

Our esports and gaming portal, MyGameOn, was selected as one of the 18 organizations across Asia Pacific in the Google News Initiative ("GNI") Innovation Challenge, a global effort by Google to work with the news industry to help journalism thrive in the digital age. MyGameOn, the only Malaysian representative in the initiative, was chosen to build a content recommendation engine to increase consumption of content from its community of gamers through personalisation. GNI's support will enable us to develop sustainable business models by diversifying revenue streams and increasing audience engagement.

We also continued to pursue esports initiatives such as IGN SEA's Squad Up, a PUBG mobile tournament hosted in partnership with YouTube Malaysia. The objective of this campaign was to educate the public on ways to start streaming with provision of tutorials and guides, and to share how established brands use esports to maintain market relevance during the pandemic. It also showcased how celebrities and KOLs can be used for content integration in live esports streaming through a series of engaging

activities involving deeper sponsored product activations such as the "McDonald's Brain Freeze Challenge" and the "Samsung Selfie Challenge". The tournament featured over 250 teams and reached a whopping 600,000 views on the video-sharing platform.

## HARNESSING THE POWER OF DATA AND TECHNOLOGY

We believe in harnessing the power of data and technology to not only deliver engaging content that matters the most to our audience, but to also enhance our offerings to ensure that our clients are provided with the best possible advertising solutions and targeting capabilities.

We introduced a lookalike audience targeting option within the Media Prima ecosystem — a proven approach to extend audience segments by adding new ones that show similar characteristics (demographics/interests) to the existing target audiences. AI (machine learning) is used to analyse user profiles and discover new users, enabling optimization that wasn't possible before in terms of quantity (reach/scale) and quality (performance/insight) of audiences.



# Platform Review



[Sample audience insights illustrating the demographic breakdown of engaged users.](#)

We are also working on positioning RMG as leaders of Audience Data in Malaysia, introducing comprehensive reporting (pre-sales and post-sales support) and class-leading audience fact sheets for potential clients to better understand our audience segments.

## GOING FOR GROWTH

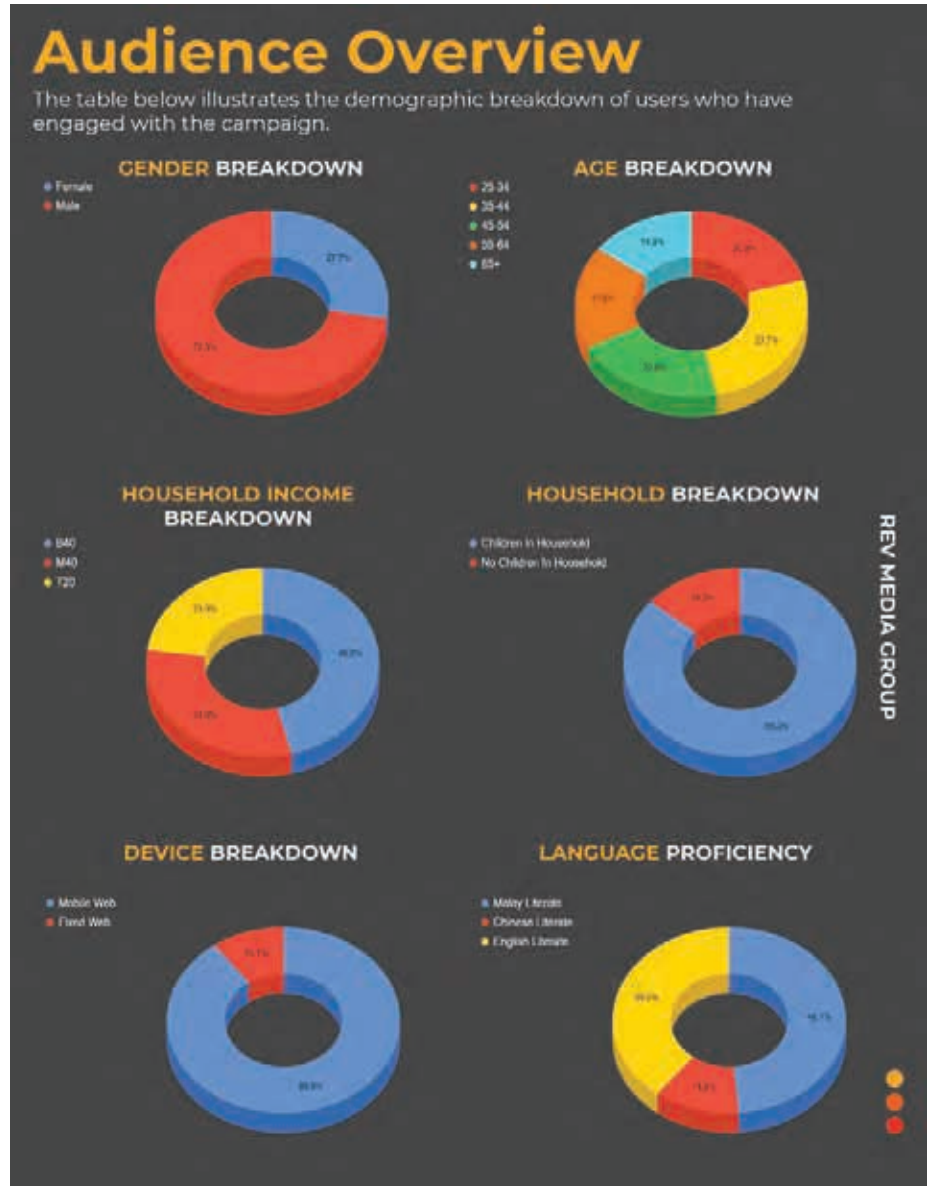
RMG took over all digital sponsored content for the Group which involved the integration of digital sponsored content operations across all platforms within Media Prima. We have since doubled the number of line items executed from the previous year.

Maintaining a steady growth year-on-year, we recorded RM90.1 million in revenue for FY20, an increase of 21% from RM74.4 million last year.

## THE WAY FORWARD

Moving forward, we aspire to see the fruition of some of our recently executed projects including SPARK, a new business unit that was created to grow and consolidate all Sponsored Social Media Content and Influencer Marketing within the Group.

**We believe that the way forward is to continuously innovate and be adaptive to the dynamic media industry.**



This will productise our valuable social media assets and variety of talents and influencers to create a staple social media product for advertisers across the Group's digital platforms.

As our vision is to be the #1 Malaysian digital media company in terms of reach, retention and revenue, we believe that the way forward is to continuously innovate and be adaptive to the dynamic media industry in order to drive a positive impact on the Group's overall growth and profitability.



## BIG TREE

Big Tree persevered against the many challenges that 2020 offered, and successfully maintained our status as Malaysia's foremost out-of-home ("OOH") company.



[BIG News by NSTP, a collaboration between Big Tree and NSTP in keeping the public informed of current news while on-the-go.](#)

Our biggest hurdles were the strict movement control orders that were initiated in the fight against Covid-19. We mitigated the impact of these restrictions through innovative solutions, and by adopting a more direct marketing approach such as constant creative short messaging that assisted in keeping the faith among our key connections, and ensured that Big Tree stayed at the very forefront of their minds.

We introduced a series of successful investment options to facilitate a smooth reemergence into the market for advertisers after restrictions were partially lifted. The corporate social responsibility

OOH investment packages that followed resulted in soaring media occupancy, and enlisted new clients that have previously never appeared on OOH nor have worked with Big Tree before. These initiatives were designed with the aim of making OOH advertising attainable for everybody, especially small and medium-sized enterprises.

Furthermore, during the Recovery Movement Control Order, our dedicated Sales Team conducted roadshows in key regions across Peninsula Malaysia to reignite and reinforce trust in OOH, whilst adhering to the standard operating procedures set out by the Malaysian government.



# Platform Review



## We expanded and upgraded our static and digital OOH inventory

to fulfil the growing demand, also to enhance captivation of advertisers' brand messages

This year also saw the launch of the BIG News by NSTP initiative — a collaboration between Big Tree and The News Straits Times Press ("NSTP"). In line with the Group's Environmental, Social, and Corporate Governance efforts in adding value in the lives of audiences, this collaboration delivers live news headlines from the NSTP via Big Tree's digital OOH screens to urban audiences who are constantly on-the-go; ensuring that the Malaysian public is kept well-informed of the country's top developments. This initiative is currently available at six high traffic and heavy footfall locations in the Klang Valley.

### KEEPING UP WITH DEMAND

This year, we expanded our digital OOH inventory to cater to the growing demand in digital OOH advertising. First, we unveiled the Digital Tower Series @ SPRINT which targets audiences driving along the SPRINT Highway towards the Kuala Lumpur City Centre from Damansara, Petaling Jaya, and TTDI. We then presented the CuBig Series @ Times Square, which is strategically located along Jalan Imbi, an arterial route in the center of the Kuala Lumpur Golden Triangle that serves audiences

from the surrounding retail and business landmarks. We extended our reach in the southern region of Peninsular Malaysia with the Digital @ Tebrau, which is tactically located along Jalan Tebrau that serves as an integral link between Johor Bahru city and the North-South Expressway (NSE).

Our existing digital OOH formats were upgraded to meet international standards of innovation. The CuBig Series @ Jalan Bangsar was fitted with new seamless edges that provide extra advertising space for maximum branding opportunities. The Cosmic Towers @ KL Sentral underwent enhancements, and now feature screens with crisper, higher-definition resolution that engage the combined audiences of KL Sentral, Malaysia's busiest integrated transit hub, and Nu Sentral, Malaysia's premier transuser lifestyle mall.

In addition to the expansion and innovation of our digital OOH inventory, we also broadened our presence with the newly established Beamer Series along Federal Highway. This sequence of large, backlit panels, which replicate the award-winning design of the Beamer Series on SPRINT Highway and on Jalan Tuanku Abdul Halim,



influence the mass audiences that traverse the Federal Highway daily.

To liven up Kuala Lumpur in light of the pandemic, we launched the 'Ilustrasi Haiwan Malaysia oleh Big Tree' campaign which garnered interest from national media and went viral on social media. This campaign featured vibrant visuals of animals unique to Malaysia displayed on Big Tree's own KLCC Snorkels, a set of large lightboxes that dominate the vicinity of Malaysia's most iconic landmark, the Petronas Twin Towers. Each visual was embedded with a QR code to facilitate audience interaction. Upon scanning the QR codes, audiences will be transported to a special landing page on Big Tree's official website where they may learn interesting facts about these animals. This initiative further highlighted the unique strengths of static OOH media, and its ability to drive online activation and induce instant conversions.

### FORGING AHEAD

Moving into 2021, Big Tree's values shall continue to drive the way we work. We intend to continue meeting the demands of the age of digital disruption by focusing on the comprehensive expansion of our digital OOH assets. This includes introducing new landmark digital OOH formats



■ We will continue to uphold our 5 core values; creativity, innovation, technology, integration and engagement in our commitment to provide advertisers the best OOH solutions



throughout 2021 in prominent and premium locations, which stays true to our mission of landscaping evolving cityscapes and urban aesthetics. Big Tree shall also continue with its product differentiation efforts to ensure that our media formats, both static and digital, lead the Malaysian OOH industry in creativity and innovation.

We will fortify our position as Malaysia's top OOH company by expanding our reach in main market centres beyond the Klang Valley. Furthermore, we will strengthen our communication efforts through frequent updates on our social media channels, and by maintaining the newly adopted direct marketing approach to create loyal and lasting client relationships. We will also continue our effective cost management initiatives to ensure a healthy margin.

Big Tree is committed to providing advertisers with creative integrated solutions that obtain the best reach, and deliver the highest engagement. We achieve this through supporting the campaign objectives and visions of stakeholders via a holistic approach that establishes strong brand presence at multiple touch-points throughout their audience's daily journeys. This is made possible with our extensive inventory of distinctive media formats, and with its singular expertise in advertising along expressways, integrated transit network, retail centres, and on premium street furniture, ensuring unstoppable coverage nationwide.



1. [CuBigSeries@TimesSquare, a series of digital OOH on Jalan Imbi engaging shoppers and PMEBs in the Kuala Lumpur Golden Triangle.](#)

2. [Our team of designers and engineers collaborate in architecting innovative OOH media for enhance captivation of audiences.](#)

3. [The 'Ilustrasi Haiwan Malaysia oleh Big Tree' campaign dominate the vicinity of the Petronas Twin Towers and educate the public on local animals.](#)